

SECTION 2 – SPECIAL TERMS AND CONDITIONS**2.1 PURPOSE**

This Request to Qualify (RTQ) will establish a pool of pre-qualified vendors capable of delivering/providing public outreach services for capital improvement projects for the Miami-Dade County Water and Sewer Department (WASD). Entry into the pre-qualification pool is not a contract between MDC and any member of the pool, but rather is an acknowledgement that the pool member satisfies the pre-qualification criteria set forth below for membership in the pool. Pre-qualified vendors will be invited to participate in future spot market competitions. The pool shall remain open for the term of the RTQ, enabling vendors to qualify at any time after the initial RTQ opening date.

2.2 TERM

The pre-qualification pool will begin on the first calendar day of the month succeeding approval by the Board of County Commissioners, or designee, unless otherwise stipulated in the Notice of Award Letter which is distributed by the County's Internal Services Department, Procurement Management Services Division, and contingent upon the completion and submittal of all required RFQ documents. The pre-qualification pool shall expire on the last day of the last month of the one-year period.

2.3 OPTION TO RENEW

INTENTIONALLY OMITTED

2.4 QUALIFICATION CRITERIA

Vendors shall submit all of the qualifying documents with their submittal form. However, the County may, at its sole discretion and in its best interests, allow vendors to supplement submitted documents in order to satisfy the prequalification criteria. It shall be the sole prerogative of the County to determine the number of vendors who will be included under the pre-qualification pool. During the term of the RTQ, the County reserves the right to add and/or delete pre-qualified vendors.

2.6 INDEMNIFICATION AND INSURANCE

Additional or revised insurance requirements may be necessary when performing work in certain County facilities that limit or restrict access. Any change or addition in insurance requirements will be detailed in the Spot Market Quotes for each project needed by WASD.

SECTION 3 – TECHNICAL SPECIFICATIONS

3.1 BACKGROUND

The Miami-Dade Water and Sewer Department (WASD) is the largest water and wastewater utility in the Southeastern United States operating three regional water treatment plants and three wastewater treatment plants. WASD provides 300 million gallons per day (MGD) of drinking water to 2.6 million residents, visitors and businesses in Miami-Dade County and treats 315 MGD of wastewater. During the next 15-20 years, WASD will be implementing a \$13.5 billion Capital Improvement Program, the largest in Miami-Dade County's history.

This capital improvement program will enhance the water and wastewater system throughout the County. Projects will include upgrades to the treatment plants, pump stations and new water and wastewater lines throughout the community. This will benefit the community in terms of reliability and provide the needed infrastructure for years to come. As a result of construction projects related to this capital improvement program, it is imperative that the community be informed about impacts to their neighborhoods. Effective public outreach is extremely important to the success of this program.

3.2 SCOPE OF WORK

Miami-Dade County is requesting qualifications for Public Information Services Consultant for construction projects impacting Miami-Dade County residents.

This Scope of Services describes and defines activities which may be required by the County for a range of services to include, but not limited to: communications planning and implementation, public relations and community involvement, creation of project collaterals, preparation of audio/video presentations, project planning, coordination and implementation, and other related services.

3.2 SERVICES TO BE PROVIDED

The qualified vendors will be tasked with the following duties and responsibilities:

1. Developing Public Involvement Plans that will achieve effective community awareness
2. Field assessments, identification and creation of databases of stakeholders affected including homeowners, businesses and schools affected by design and construction
3. Creation, design and graphics development for project-related informational material
4. Attending pre-construction and progress meetings
5. Mailings as needed
6. Coordinating emergency communications
7. Developing presentations and talking Points
8. Planning, organizing and attending special events and meetings to include briefings with affected parties including municipalities, schools, businesses and homeowner associations
9. Preparing audio/video presentations
10. Writing newsletters and feature stories

11. Translating collateral material developed
12. Communicating project information and addressing concerns
13. One-on-One coordination with property owners during project phases
14. Engage stakeholders in maintenance of traffic plans throughout the construction phases
15. Provide project updates to community as needed

The qualified firms whom are selected will have extensive interaction with County stakeholders affected by construction projects. They must develop public involvement plans for projects, conduct field assessments and identify potential impacts to the public, prepare and disseminate collateral materials to the public as a result of construction projects, prepare and present project information for meetings, coordinate resolution of issue during construction phase, maintain database of stakeholders, communicate maintenance of traffic plans, prepare and update website information, develop strategic alliances and partnerships; coordinates and staffs formal and information public meetings; designs collateral material, creates templates and newsletter layouts; performs and executes other duties relevant to the position. Services may be required in English, Spanish and Creole.

3.3 **MINIMUM QUALIFICATIONS**

To be qualified to enter into the established pool of pre-qualified vendors, the following minimum qualifications must be met by each proposing vendor.

A. Experience

Vendor must have at least three (3) years of experience in Public Outreach. (Employees' experience within the proposing firm may be used to fulfill these years of experience required)

B. References

Each vendor must provide three (3) references. One (1) reference must be a government reference that demonstrates you have done Public Outreach with the public sector previously. The other two (2) references may be previously completed project references.

C. Samples

Provide two (2) samples of previous Public Improvement Plans (PIP) that your firm implemented and completed for a previous project.

D. Local Firm

Vendor must be a local firm that is located in Miami-Dade County, Broward County or Monroe County.